

ACT NOW

Contact our **ROCK STAR** staff to take advantage of this opportunity!

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City of Brentwood, Parks and Recreation

35 Oak Street

Brentwood, CA 94513

SPONSORSHIP DEADLINE:

Friday, March 27, 2015 at 5:00 p.m.

Sponsorships are accepted on a first come first filled basis. Potential sponsors will be considered after the deadline if sponsorship opportunities are still available. The City cannot guarantee inclusion in all marketing venues for requests received after the March 27 deadline.



2015 SPONSORSHIP OPPORTUNITIES



Starry Nights in Brentwood
Summer Concert Series
Let Your Company Rock!

The City of Brentwood is proud to announce sponsorship opportunities for local businesses and organizations for the “Starry Nights in Brentwood Summer Concert Series.” Since 2000, the Concert Series has connected families and friends and provided a free, fun-filled event that has become a Brentwood tradition. Since its inception, over 100,000 community members have danced, picnicked and played while experiencing a variety of performers in beautiful downtown City Park.

City Park is considered the crown jewel of Brentwood, with mature trees for shade, barbeques, picnic tables and a children’s water feature with shaded playground structures and restrooms. Free public parking is available in the parking structure located between City Hall and the Community Center. For added convenience, food vendors open for business at 6:30 p.m. Live music in the performance stage area plays from 7 to 9 p.m.



THE SPONSORSHIP OPPORTUNITY:

The perfect opportunity for increasing consumer sales, enhancing corporate image and solidifying the community profile of your business; the "Starry Nights in Brentwood Summer Concert Series" has a strong appeal with families and friends.

Sponsorship Benefits:

Your Company listed as a Concert Sponsor on all City publicity:

- Summer & Fall Activities Guides (52,000 copies mailed to Brentwood, Discovery Bay, and Byron)
- Posters/Magnets/Postcards (1,000 impressions)
- Concert Series program distributed at every concert. (5,000 plus impressions)
- City website (25,000 impressions per month)
- City Hall and Community Center lobby scrolling TV message board (12,000 impressions per month)
- Brentwood TV (Displayed 50,000 plus times per month)
- Sunset Park Athletic Complex banner (71,000 impressions)
- Additionally, your Company will receive over 1,500 impressions at each concert through a banner on stage, a sponsor table and three public announcements.

2015 SUMMER CONCERT SCHEDULE:

June 12	June 19	June 26	July 17	July 24
July 31	August 7	August 14	August 21 (Youth Oriented)	

*Possible Additional Concerts: September 4, 11, 18 and 25.

Sponsorship Packages

ROCK LEGEND SPONSORSHIP PACKAGE - \$30,000

(8 concerts, Over 217,500 impressions)

- **ONLY ONE PRESENTATION PACKAGE IS AVAILABLE.**
- Rock Legend sponsor receives the maximum impressions from our partners, participants and attendees.
- City of Brentwood and YOUR COMPANY Presents: Starry Nights in Brentwood Summer Concert Series.
- Largest Company Name/Logo on all advertisement and promotions including: City website, banners at various locations, announcements, Brentwood TV, Summer Activities Guide and media mentions.
- Full 2 page ad in Concert Series program distributed at every concert.
- Company web link on City of Brentwood website.
- Company booth near the concert stage area for product sampling and interaction with participants.
- Company VIP seating area.
- Company Name/Logo featured in the "Special Thank You" section of the Fall/Winter Activities Guide.

ROCK SUPREME SPONSORSHIP PACKAGE - \$10,000

(Over 146,500 impressions)

- Medium Company Name/Logo on all advertisement and promotions including: City website, banners at various locations, announcements, Brentwood TV, Summer Activities Guide and media mentions.
- Full 1 page ad in Concert Series program distributed at every concert.
- Company web link on City of Brentwood website.
- Company booth at final event.
- Company featured in the "Special Thank You" section of the Fall/Winter Activities Guide.



ROCK ICON SPONSORSHIP PACKAGE - \$7,500

(Over 146,500 impressions)

- Small Company Name/Logo on all advertisement and promotions including: City website, banners at various locations, announcements, Brentwood TV, Summer Activities Guide and media mentions.
- Company web link on City of Brentwood website.
- Half page ad in Concert Series program distributed at every concert.
- Company booth at final event.
- Company logo featured in the "Special Thank You" section of the Fall/Winter Activities Guide.

ONE-HIT WONDER SPONSORSHIP PACKAGE - \$5,000

(Over 146,500 impressions)

- Petite Company Name/Logo on all advertisement and promotions including: City website, banners at various locations, announcements, Brentwood TV, Summer Activities Guide and media mentions.
- Company web link on City of Brentwood website.
- Quarter page ad in Concert Series program distributed at every concert.
- Company booth at final event.

GARAGE BAND SPONSORSHIP PACKAGE - \$2,500

(Over 78,500 impressions)

- 1/8 page ad in Concert Series program distributed at every concert.
- Company Name on annual concert playbill in Summer Activities Guide.
- Company Name on banners.
- Company web link on City of Brentwood website.
- Company logo featured in the "Special Thank You" section of the Fall/Winter Activities Guide.

FAN SPONSORSHIP PACKAGE - \$1,000 (Over 57,000 impressions)

- Company Name on annual concert playbill in Summer Activities Guide.
- Company Name in Concert Series program distributed at every concert.
- Company Name in the "Special Thank You" section of the Fall/Winter Activities Guide.